

2009 Annual AAPEX Meeting Agenda

Westin La Paloma Resort, Tucson, Arizona
February 5-7, 2009

Wednesday, February 4

5:30 - 7:00 pm Cocktail Reception

Thursday, February 5

8:00 - 9:45 am Strategic Planning Revisited
Dr. Bill Carden, CEO
The Carden Group
Board member, YUM Brands

10:15 - 12:00 noon A Look Into the Future
Carl Carsale, EVP, Strategy and Operations
Monsanto
My brother, Skip and Kip Tom say he is one of the most engaging speakers they have heard. Another Monsanto executive told me he was the only guy in the company he would pay to listen to.

12:00 - 1:00 pm LUNCH

1:00 - 2:45 pm In a Volatile Commodity World, What Are the Constants? Agribusiness Strategy for Today's Markets
Dr. Michael Swanson
Vice President and Agricultural Economist
Wells Fargo

3:15 - 5:00 pm Peer Advisory Groups
Jason Karszes, Farm Management Specialist
Cornell University
TEPAP Graduate and Director of the Cornell Dairy Executive Program
Murray Edwards, CEO
The Edwards Group
Member of a 7-Person Peer Group

7:30 - 9:00 pm Succession Planning for Agribusiness Owners
Kevin Spafford, CEO
Legacy by Design
Author of the book *Legacy by Design: Succession Planning for Agribusiness Owners*. Kevin spoke at the Top Producer Program and is currently working with Kip Tom, who referred him to us.

Friday, February 6

8:00 - 12:00 noon Strategic Risk Management: the Follow-Up to the July AAPEX Risk Mitigation Conference
Dr. Mike Boehlje - Purdue University
Steve Hofing - Centrec Consulting

12:00 - 1:00 pm LUNCH

1:00 - 5:00 pm Beyond Tactics: A Strategic Application of Negotiation Structure to Maximize Joint Gain
Dr. Christopher Meyer
Baylor University

7:30 - 9:00 pm Determining Your Commercial Credit Risk Rating
Richard Gilmore
Ascendant Partners

Saturday, February 7

8:00 - 9:45 am Preparing for Unprecedented Change
Dr. Dave Kohl

10:15 - 12:00 noon Enterprise Resource Planning (ERP)...Enormous Potential, One Step at a Time
Dan Sechrist, Partner
TBC International Consulting
Several years ago when AAPEX met in Monterrey, California the CEO of Fresh America, the largest supplier of fresh produce to Sams and WalMart, was on a panel. He talked about how the use of the SAP software had been a major factor in improving their efficiency and reducing cost. Dick Schader's son was also there and indicated similar results from using SAP in the candy company he interned with. The problem was that the cost and complexity limited applications to very large firms. A third generation of SAP is now being adopted by firms in the \$2-100 million gross sales range and generating the same type of results. Dan will talk about potential, applications and types of benefits that can be derived from implementing an ERP System.

12:00 - 1:00 pm

LUNCH

1:00 - 2:45 pm

An in the Trenches Perspective on the Global Financial
Meltdown

Jorge Bermudez

Retired EVP and Chief Risk Officer

Citicorp

3:15 - 5:00 pm

Business Meeting